

## INVOICE



**WPTV**  
**1100 Banyan Blvd.**  
**West Palm Beach, FL 33401**  
**Main: (561)655-5455**  
**Billing: (877)290-6105**

Invoice #	Invoice Date	Invoice Month	Invoice Period
315444-1	10/28/12	October 2012	10/01/12 - 10/26/12

Station	Account Executive	Sales Office	Sales Region
WPTV	Marta Salazar-Perren	EWS - Washing	National

Billing Address:

**McLaughlin & Associates**  
**Attention: Accounts Payable**  
**919 Prince Street**  
**Alexandria, VA 22314**

Send Payment To:

**WPTV**  
**P.O. Box 116871**  
**Atlanta, GA 30368-6871**

Advertiser	Product	Estimate Number
Keever / Republican / State	Dina Keever for State Atto	620

Flight Dates	Order #	Alt Order #
10/23/12 - 10/26/12	315444	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Duplicate Invoice

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/23/12	10/26/12	M-F 7-9a	7-9a	-1111--	:30	4	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -1111-- 4 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/23/12 8:41 AM M-F 7-9a 7-9a :30 DKTV12001HD \$1,500.00 NM 2 WPTV W 10/24/12 8:57 AM M-F 7-9a 7-9a :30 DKTV12001HD \$1,500.00 NM 3 WPTV Th 10/25/12 8:50 AM M-F 7-9a 7-9a :30 DKTV12001HD \$1,500.00 NM 4 WPTV F 10/26/12 8:29 AM M-F 7-9a 7-9a :30 DKTV12001HD \$1,500.00 NM									
2	10/23/12	10/24/12	M-F 10-11a	10-11a	-11----	:30	2	\$575.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -11---- 2 \$575.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/23/12 10:45 AM M-F 10-11a 10-11a :30 DKTV12001HD \$575.00 NM 2 WPTV W 10/24/12 10:26 AM M-F 10-11a 10-11a :30 DKTV12001HD \$575.00 NM									
3	10/23/12	10/26/12	M-F 12n-1p	12-1p	-1111--	:30	4	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -1111-- 4 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/23/12 12:06 PM M-F 12n-1p 12-1p :30 DKTV12001HD \$500.00 NM 2 WPTV W 10/24/12 12:38 PM M-F 12n-1p 12-1p :30 DKTV12001HD \$500.00 NM 3 WPTV Th 10/25/12 12:07 PM M-F 12n-1p 12-1p :30 DKTV12001HD \$500.00 NM 4 WPTV F 10/26/12 12:11 PM M-F 12n-1p 12-1p :30 DKTV12001HD \$500.00 NM									
4	10/23/12	10/26/12	M-F 1-2p	1-2p	-1111--	:30	4	\$425.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -1111-- 4 \$425.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/23/12 12:58 PM M-F 1-2p 1-2p :30 DKTV12001HD \$425.00 NM 2 WPTV W 10/24/12 1:45 PM M-F 1-2p 1-2p :30 DKTV12001HD \$425.00 NM 3 WPTV Th 10/25/12 1:59 PM M-F 1-2p 1-2p :30 DKTV12001HD \$425.00 NM 4 WPTV F 10/26/12 1:59 PM M-F 1-2p 1-2p :30 DKTV12001HD \$425.00 NM									

## INVOICE

Send Payment To:

**WPTV**  
**P.O. Box 116871**  
**Atlanta, GA 30368-6871**

Invoice #	Invoice Date	Invoice Month	Invoice Period
315444-1	10/28/12	October 2012	10/01/12 - 10/26/12
Advertiser		Product	Estimate Number
Keever / Republican / State		Dina Keever for State Atto	620

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/23/12	10/26/12	M-F 4p-5p	4-5p	-1111--	:30	4	\$725.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -1111-- 4 \$725.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/23/12 4:38 PM M-F 4p-5p 4-5p :30 DKTU12001HD \$725.00 NM 2 WPTV W 10/24/12 4:28 PM M-F 4p-5p 4-5p :30 DKTU12001HD \$725.00 NM 3 WPTV Th 10/25/12 4:30 PM M-F 4p-5p 4-5p :30 DKTU12001HD \$725.00 NM 4 WPTV F 10/26/12 4:39 PM M-F 4p-5p 4-5p :30 DKTU12001HD \$725.00 NM									
6	10/23/12	10/23/12	M-F 5-530p	5-530p	-1-----	:30	1	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -1----- 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/23/12 5:28 PM M-F 5-530p 5-530p :30 DKTU12001HD \$1,600.00 NM									
7	10/23/12	10/24/12	M-F 530-6p	530-6p	-11----	:30	2	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -11---- 2 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/23/12 5:54 PM M-F 530-6p 530-6p :30 DKTU12001HD \$1,600.00 NM 2 WPTV W 10/24/12 5:41 PM M-F 530-6p 530-6p :30 DKTU12001HD \$1,600.00 NM									
8	10/23/12	10/24/12	M-F 6-630p	6-630p	-11----	:30	2	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -11---- 2 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/23/12 6:29 PM M-F 6-630p 6-630p :30 DKTU12001HD \$1,800.00 NM 2 WPTV W 10/24/12 6:25 PM M-F 6-630p 6-630p :30 DKTU12001HD \$1,800.00 NM									
9	10/23/12	10/24/12	M-F 7-730p	7-730p	-11----	:30	2	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -11---- 2 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/23/12 7:17 PM M-F 7-730p 7-730p :30 DKTU12001HD \$950.00 NM 2 WPTV W 10/24/12 7:14 PM M-F 7-730p 7-730p :30 DKTU12001HD \$950.00 NM									
10	10/23/12	10/24/12	M-F 730-8p	730-8p	-11----	:30	2	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -11---- 2 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/23/12 7:46 PM M-F 730-8p 730-8p :30 DKTU12001HD \$950.00 NM 2 WPTV W 10/24/12 7:56 PM M-F 730-8p 730-8p :30 DKTU12001HD \$950.00 NM									
11	10/23/12	10/24/12	M-F 11-1135p	11-1135p	-11----	:30	2	\$1,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -11---- 2 \$1,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/23/12 11:30 PM M-F 11-1135p 11-1135p :30 DKTU12001HD \$1,400.00 NM 2 WPTV W 10/24/12 11:22 PM M-F 11-1135p 11-1135p :30 DKTU12001HD \$1,400.00 NM									

# INVOICE



Send Payment To:

**WPTV**  
**P.O. Box 116871**  
**Atlanta, GA 30368-6871**

Invoice #	Invoice Date	Invoice Month	Invoice Period
315444-1	10/28/12	October 2012	10/01/12 - 10/26/12

Advertiser	Product	Estimate Number
Keever / Republican / State	Dina Keever for State Atto	620

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																						
12	10/24/12	10/24/12	Law & Order SVU	9-10p	--W----	:30	1	\$2,500.00	NM																						
<table><tr><td>Weeks:</td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>MTWTFSS</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="4"></td></tr><tr><td></td><td>10/22/12</td><td>10/28/12</td><td>--W----</td><td>1</td><td>\$2,500.00</td><td colspan="4"></td></tr></table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>						10/22/12	10/28/12	--W----	1	\$2,500.00						
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																										
	10/22/12	10/28/12	--W----	1	\$2,500.00																										
<table><tr><td>Spots: #</td><td>Ch</td><td><u>Day</u></td><td><u>Air Date</u></td><td><u>Air Time</u></td><td><u>Description</u></td><td><u>Start/End Time</u></td><td><u>Length</u></td><td><u>Ad-ID</u></td><td><u>Rate</u></td><td><u>Type</u></td></tr><tr><td>1</td><td>WPTV</td><td>W</td><td>10/24/12</td><td>9:40 PM</td><td>Law &amp; Order SVU</td><td>9-10p</td><td>:30</td><td>OKTV12001HO</td><td>\$2,500.00</td><td>NM</td></tr></table>										Spots: #	Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>	1	WPTV	W	10/24/12	9:40 PM	Law & Order SVU	9-10p	:30	OKTV12001HO	\$2,500.00	NM
Spots: #	Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>																					
1	WPTV	W	10/24/12	9:40 PM	Law & Order SVU	9-10p	:30	OKTV12001HO	\$2,500.00	NM																					

<u>Total Spots</u>	<b>30</b>	<u>Gross Total</u>	<b>\$31,250.00</b>
--------------------	-----------	--------------------	--------------------

## Payment Terms 30 Days

<u>Agency Commission</u>	<b>\$4,687.50</b>
--------------------------	-------------------

<u>Net Amount Due</u>	<b>\$26,562.50</b>
-----------------------	--------------------